

The MHEC offers a variety of **Marketing Opportunities** to contracted Supply Partners. These opportunities are designed to assist your organization in promoting your existing or newly awarded MHEC contract(s), to highlight a new or discontinued product or service, or to provide members with additional savings opportunities.



## Strategic Partner Showcase

This shared e-blast goes out monthly to thousands of MHEC contacts including members, contractors and prospective bidders. Articles or ads may not exceed a maximum size of 590 pixels wide, 330 pixels high (350KB) and must be submitted in .jpeg format. If you would like to include links, you may submit these links via a word document and they will be inserted below your ad. No more than 2 lines of text will be accepted. **For Publication Rates, see page 2. Please submit a PROOF of your ad no later than the 1st of the month in which you wish to participate.**

## Ed\$ave

The Ed\$ave program provides MHEC members with additional savings opportunities and can be found as a part of the monthly Strategic Supplier Showcase e-blast detailed above. During the year, we will be encouraging our supply partners to offer additional promotional discounts on contracted products & services. This marketing opportunity is **free of charge**. For more information, email [edsave@mhec.net](mailto:edsave@mhec.net).

## Paid Advertisement

**Option 1:** Purchase ad space in the Strategic Partner Showcase e-blast. Paid ads will be showcased at the top of the email before Ed\$ave ads. The size specifications for this type of communication are the same as the Strategic Partner Showcase detailed above.

**Option 2:** Purchase an individual e-blast. This opportunity is not a shared communication with other Supply Partners, therefore allowing you to exclude other suppliers from the recipient list. The individual e-blast does not have a size restriction and can either be constructed as a j-peg image or text, provided by submitting a word document.

## MHEC Marketplace

The Marketplace is an online ordering page available on the website, allowing MHEC members to purchase goods and services at contract pricing. Only supply partners with online ordering capability can be featured in the Marketplace. This service is **free of charge**.

## Events

In addition to the Marketing Opportunities listed above, contracted supply partners have the opportunity to host MHEC quarterly meetings, Road Show Trainings and to participate in our annual **Golf** and **Expo** events. For more information about these opportunities, please visit our website or contact [member@mhec.net](mailto:member@mhec.net). Fees apply.

## Complimentary Marketing Opportunities Available to Contracted Supply Partners



To participate, please email [edsave@mhec.net](mailto:edsave@mhec.net) and follow the instructions as detailed on page 1

## Paid Services Order Form

Please print this page and return form via fax to 413-577-0692

|                               |                               |                  |                   |
|-------------------------------|-------------------------------|------------------|-------------------|
| Business Name:                |                               |                  |                   |
| Business Address:             |                               |                  |                   |
| Contact Name:                 |                               |                  |                   |
| Contact Phone:                |                               |                  |                   |
| Contact Email:                |                               |                  |                   |
| Total Amount of Services:     | (calculate using table below) |                  |                   |
| Credit Card Number:           |                               |                  |                   |
| Type of Card (Visa, MC, AMEX) |                               | Expiration Date: | Billing Zip Code: |
| Authorized Signature & Date   |                               |                  |                   |

| Paid Advertisement in Strategic Partner Showcase  | One Publication | Six Publications (\$175 per) | Twelve Publications (\$150 per) | Total \$ |
|---|-----------------|------------------------------|---------------------------------|----------|
| Will be placed at the top of the monthly Strategic Partner Showcase above other Ed\$ave ads   | \$200.00        | \$1050.00                    | \$1800.00                       |          |
| Individual E-Blast<br>This email blast is not shared with other supply partners and provides the sender with the opportunity to omit vendors from the mailing!  |                 | One Publication              | Two Publications (\$400 per)    | Total \$ |
|   |                 | \$500.00                     | \$800.00                        |          |
| Please mark an X next to the service(s) you are purchasing and indicate total at the right of the page. All services must be prepaid and you must be a contracted MHEC Supply Partner to participate! |                 |                              |                                 | Total \$ |